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From-KNOBBE MARTENS OLSON BEAR

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T-933 P.005/013 F-818

Application No. : 09/825,772  
Amdt. Dated : June 27, 2006  
Reply To O.A. Of : February 27, 2006

**Amendments To The Specification**

Insertions appear as underlined text (e.g., insertions) and deletions appear as strikethrough text (e.g., ~~deletions~~).

**In the Title:**

Please amend the title as follows:

**SYSTEM AND METHOD FOR PROVIDING PERMISSION MARKETING**  
**TO SUBSCRIBING CONSUMERS**~~**REQUEST BASED CONSUMER**~~  
**INFORMATION**